Eramus (un semestre) ou stage (6 mois) / Erasmus (one semester) or internship (6 months)

<table>
<thead>
<tr>
<th>Niveau d'étude</th>
<th>ECTS crédits</th>
<th>Composante</th>
<th>Volume horaire</th>
<th>Période de l'année</th>
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<tbody>
<tr>
<td>Bac +4</td>
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<td>Institut d'Administration des Entreprises (IAE)</td>
<td>16.0</td>
<td>Semestre 2</td>
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En bref

# Langue(s) d'enseignement: Français
# Méthode d'enseignement: En présence
# Organisation de l'enseignement: Formation initiale
# Ouvert aux étudiants en échange: Oui

Présentation

Syllabus


2. Gender marketing ; Strategies to attract women; Presenting a women’s product.

3. Advertising media and methods; Starting and structuring formal presentations; viral marketing, keeping control of a brand in social media

4. Presenting an advertising campaign: Creating a Buzz

5. Financial terms, managing investments; Emerging economies; Financial news.

6. Going Green: Eco friendly companies; Meeting to tackle a controversy caused by a new energy company.


8. Difficult situations in the workplace. Best and worst business decisions. Meeting to solve a human resources problem. Writing the minutes of meetings.

9. The language of meetings and teleconferencing. Simulating a teleconference meeting.

10. Doing business across cultures; Comparing different business cultures. Holding a meeting to solve the problems of an international merger.


13. Presenting a sponsorship pitch for an event: management, financial and marketing perspectives. (Oral presentation in groups of 3 and written report on project).


Infos pratiques

Lieu(x)

# Poitiers-Centre Ville

En savoir plus

# https://iae.univ-poitiers.fr/